



FUTURE WAYS OF WORKING

Use our experience to transform yours



FUTURE WAYS OF WORKING: SHARING TELSTRA'S JOURNEY

The world of work is changing

Now that people can choose where they work and who they work for, the onus is shifting onto employers to attract top talent. The upshot? Maybe it's time to rethink how your people, your workplace and your supporting technology fit together.

To make our environment appealing and dynamic, Telstra implemented Future Ways of Working (FWOW®) – a new more flexible and collaborative work ethos and environment. It supports the diverse work activities, personalities, priorities and projects that drive our success.

We developed it because our staff were moving into new ways of working, with or without us. And we realised we needed to harness and reward this energy – or lose it to our competitors.

We incorporated everything – from the feelings, needs and desires of our staff right up to our leadership aspirations, core organisational goals and philosophies. We re-aligned our workplace, technology and people strategies to fit our evolving culture. And we re-imagined the work itself, defining what FWOW® meant to us and how to put it in place.

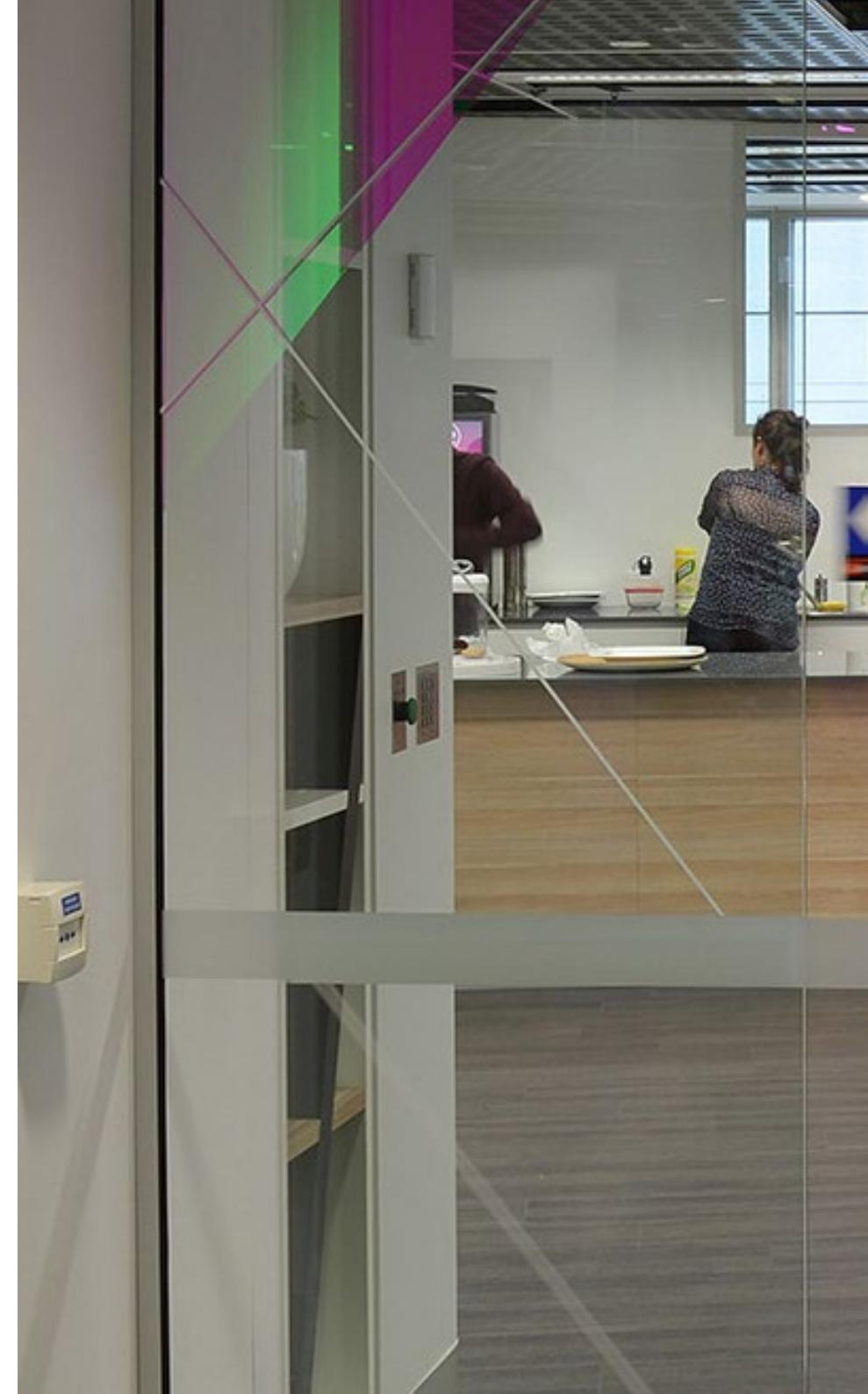
It's been a rewarding journey with significant results. Staff say they're more energetic, enthusiastic and happy. Their productivity, creativity and collaboration are all up. They say they like being at work. And we're also attracting brilliant new Gen Y and Millennial talent, who respect our modernity, flexibility and trust.

As if that wasn't enough, we even saw our overheads drop. We've significantly reduced lease expenses because we are using less floor space, and our new sustainable technology has slashed printing and travel costs.

The results have been so positive, we want to share our learning with you. Because it's a lot more than trendy new decor. It takes planning, commitment, leadership and a dedicated partner.

With FWOW® from Telstra, we can be that partner, step-by-step throughout your journey.

We create a tailored program with you that identifies your organisation's specific needs, culture and ambitions. We deliver a clear framework for setting your organisation and your people free. And we use a proven process that brings the best technology together with real insight, experience and change management around culture, people and workplace. As a result we can help you reshape your environment so that it boosts employee engagement, productivity and nurtures wellbeing – all while reducing costs and overheads.





HOW FWOW® TRANSFORMED TELSTRA



OUR PEOPLE ARE WORKING BETTER AND THEY'RE HAPPIER

- 11% rise in wellbeing*
- 22% increase in collaboration*
- 81% increase in interactivity with colleagues without appointment*
- 12% more likely to recommend Telstra as an employer*
- 81% say they would not go back to the old way of working*



OUR COMPANY IS LEANER, MORE EFFICIENT AND SUSTAINABLE

- Reduction in lease, heating, cooling costs**
- Reduction in workplace fitout costs per employee**
- Reduction in travel costs**
- Reduction in printing costs**

* Engagement Data 2014

** As at July 2015, 400 George St.



"TELSTRA ARE A LOT
MORE PROGRESSIVE THAN
I THOUGHT THEY WERE."
ENTERPRISE CUSTOMER

HOW CAN FUTURE WAYS OF WORKING BENEFIT YOUR ORGANISATION?



YOUR ORGANISATION

- Attracts and retains the staff you need to succeed
- Creates a culture that embodies innovation through collaboration
- Promotes creativity, productivity and engagement with conducive workspaces and smart tools
- Supports and leverages diversification and flexibility across the workforce
- Lowers operating expenditure including travel, property rental, heating, lighting, cooling and printing
- Reduces capital expenditure by moving to cloud technology and pay-for-use models
- Improves business outcomes through modern work practices
- Builds a competitive advantage



YOUR PEOPLE

- Empowered to work effectively from multiple locations on any device
- More engaged and motivated through access to the right blend of technologies and environment that set them free
- Absent less often due to greater engagement, work life balance and more flexible working arrangements
- Happier at work with a greater sense of purpose and wellbeing



YOUR CUSTOMERS

- Receive better quality of service and experience
- Benefit from better communications and improved, more flexible collaboration options

WHAT CAN YOU GET WITH FWOW®?

Telstra helps you with four key elements of transformation

TECHNOLOGY

- You'll need flexible, scalable, secure and mobile network infrastructure loaded with powerful connectivity tools. The goal is equip your staff with everything they need from software to social media, including quick ways to book workspaces and track down colleagues.
- This doesn't have to be a rip-and-replace. We can integrate any fixed and legacy solutions you may wish to continue working with.
- We can also set you up with powerful cloud storage, servers and software, which let your people work as easily outside the office as they do in it. No matter what they need to do or share – video, audio, texting, email, large file transfer – they can do it securely in real-time.
- If you have or would like to deploy a fleet of mobile devices, we can help you manage them with security, remote wipe ability and authenticated access.

PEOPLE

- Taking your people on this journey of change requires careful planning and execution. We know when staff understand and fully embrace change, then powerful business improvements can result.
- Our aim is to help you take your people on this journey to achieve the best outcomes possible in conjunction with the technology and workplace changes.
- We help your managers cope with motivating and informing diverse teams who could be working anywhere, rather than clustered around one specific 'marketing' or 'accounts' area. We help your people adjust to new work practices and prepare them for flexible working and working from home using state of the art technologies.
- We leave no man behind and always celebrate success.

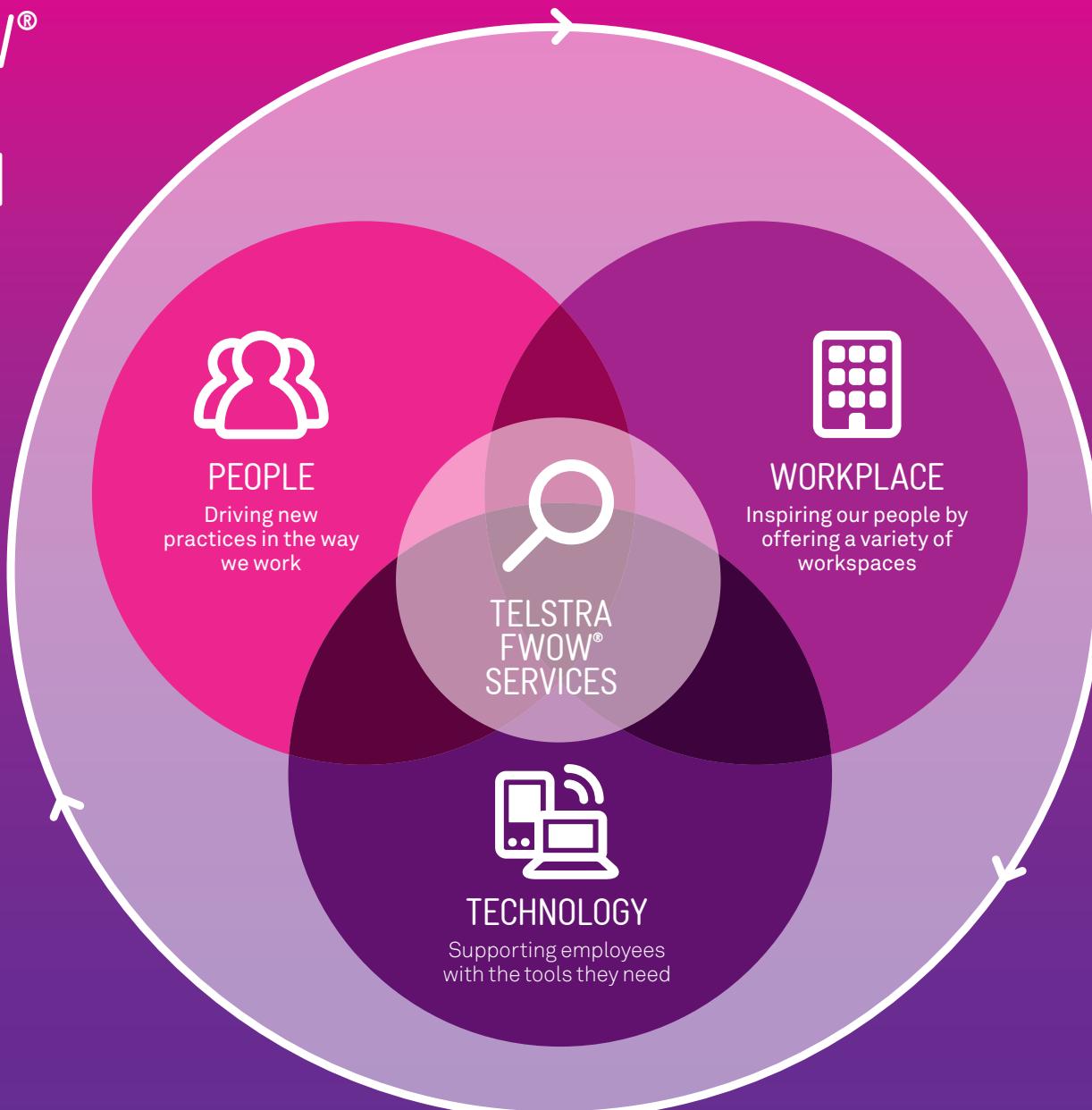
WORKPLACE

- FWOW can be supported by energising workspaces that encompass typical work activities – from intimate conversations to noisy group brainstorming, quick emails to quiet individual tasks and so on.
- Whether you want minor changes or a complete revamp of your workplace, we work closely and carefully with you to plan, design and construct imaginative spaces that can flex with different employee needs.
- Staff can have personalised lockers to keep their personal belongings as they roam about different spaces. These could be a mix of deskspaces, quiet rooms, scribbling walls, meeting rooms, benches, libraries, brainstorming pods, immersive video spaces and casual comfort zones.
- Ergonomic design is paramount, and we support all of our concepts with products that support the human body in the best possible way. The end result is a vibrant, living-and-breathing space that can adapt as required.

FWOW SERVICES

- We will support you throughout your entire journey with a range of comprehensive, modular, professional services including Discovery Services, Strategy and Planning services and Change Management.
- We also offer Measurement Services to help you measure benefits realisation and identify opportunities for continual improvement.
- The journey to FWOW is an ongoing one and we will remain with you every step of the way.

TELSTRA'S FWOW® CONSULTING AND IMPLEMENTATION SERVICES



YOUR FWOW® JOURNEY STARTS HERE

Telstra takes you on a complete journey from start to finish, managing your entire FWOW® transformation using the best techniques, technologies, partners and processes.

1

DISCOVERY

Discover what FWOW® can deliver for your organisation.

Inventing a new workplace starts with an assessment of the old one. Telstra FWOW® experts work with you to orchestrate your entire journey with professional guidance, best practice and practical solutions to create the cultural change you are seeking.

Working with your leadership team, line of business stakeholders and subject matter experts we'll start with a review your People, Workplace and Technology landscape to visualise the opportunities of FWOW®.

From there, we will scope your solution with a roadmap for change and a defined baseline for measuring results.

2

STRATEGY AND PLANNING

The next step is to ensure strategic alignment across people, workplace and technology through a high-level plan and business case.

We'll deliver a change management strategy defining how change will occur in a viable, pragmatic and risk-free manner.

This comprehensive change strategy details people engagement, training, business support and measurement, so that your organisation benefits from holistic, energising change that does not alienate your talent.

3

IMPLEMENTATION

Your journey to FWOW® involves the deployment of new technology and workplace refurbishing in parallel with change management activities through an orchestrated program that spans people, culture, work practices and your physical environment.

Our experienced technical team works with you to match business objectives, performance and security requirements to the right technologies and deployment models helping your people get the most benefit from FWOW®.

We also work with the best commercial fit-out companies and designers to create workspaces that energise your people, inspire creativity, foster collaboration and worker satisfaction.

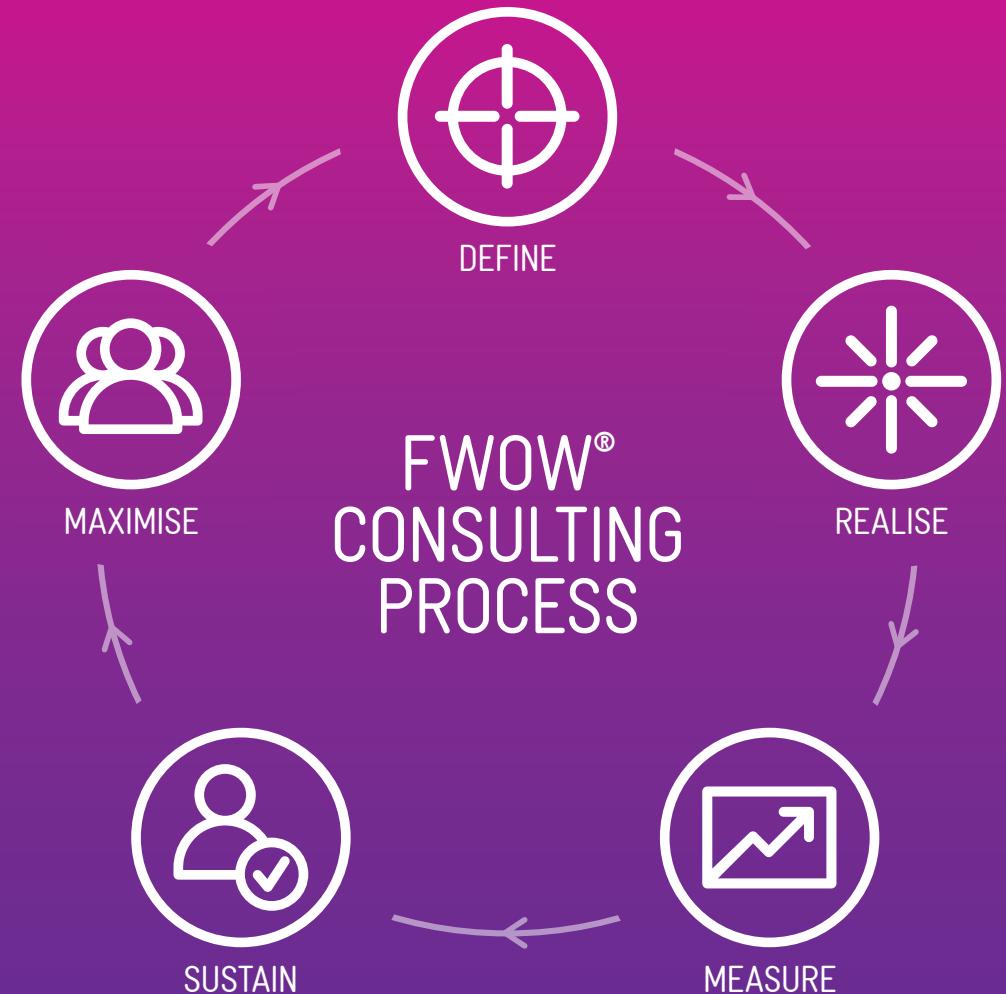
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MEASUREMENT

FWOW® measurement and iterative change programs can deliver substantiated improvements to your organisation.

Telstra is unique in providing smart tools and a measurement framework that lets you measure the success of collaboration technologies in relation to the goals of your FWOW program.

Telstra's Collaboration Performance & Measurement Framework (CPMF™) provides collaboration technology usage patterns and behaviour for specific teams and worker roles. CPMF™ objectively measures the impact of Cisco and Microsoft collaboration tools from both adoption and business relevance/value perspectives. It also measures the effectiveness of iterative change strategies to help prove business cases and inform future planning.



FWOW® STARTING POINTS

Have you reached a tipping point in your organisation? A juncture where you could carry on 'as is' or move forward to make a real difference? Deploying Future Ways of Working can involve a small pilot or organisation-wide change. Here are some typical jumping off points.

- 1 You want to transform the business.
- 2 You need to innovate to differentiate and compete.
- 3 You are undergoing a cultural transformation/ change of leadership.
- 4 You want to develop a new line of business.

- 5 You are moving to new premises, merging or planning to expand.
- 6 You want to improve staff engagement and retention.
- 7 You are upgrading or updating technology.
- 8 You are an aspiring manager and want to make your mark.



QUESTIONS

YOU ARE CONCERNED ABOUT MAINTAINING A STRONG, VIABLE COMPANY

- Do you want to create a more agile business that can respond to opportunities faster?
- Are you concerned about start-ups and more agile companies taking marketshare?
- Does that mean you're in danger of losing shareholder value?

FWOW®

Could moving to Telstra FWOW® support a business transformation that would foster the innovation, productivity and agility you want?

YOU ARE LOSING KEY STAFF TO MORE ATTRACTIVE BUSINESSES

- Do you want to renew the focus on employees?
- Are you losing your best people to other organisations?
- Does that mean you could be less innovative and competitive?

FWOW®

What if you moved to Future Ways of Working and offered flexible working opportunities to your staff with a more attractive workplace?

YOU'RE MOVING TO NEW PREMISES

- Do you want to use this opportunity to create a modern, vibrant workplace?
- Have you considered how much floorspace you really need?
- Does that mean you could be renting more area than you need?

FWOW®

What if you moved to Future Ways of Working and created an Activity Based Working environment that could reduce floorspace and the number of seats you need by as much as 20%?

YOU'RE PLANNING A TECHNOLOGY UPGRADE

- Do you want to use this opportunity to transform your business culture?
- Will you make the most of your new mobility/cloud/communications solution without changing the way people work?
- Does that mean you might not get the full benefit?

FWOW®

What if you moved to Future Ways of Working and used this technology as a catalyst to remodel business processes and offer flexible ways of working that make people more creative, collaborative and productive?

YOU'RE STRUGGLING TO MOTIVATE AND ENGAGE STAFF

- Do you want to encourage your people to be more engaged?
- Will you be less productive and creative if they're not motivated or inspired at work?
- Does that mean you could end up with a 'clock on/clock off' staff mentality?

FWOW®

What if you completely changed your workspaces to energise your people and provided them with technologies that allowed them to work more collaboratively and creatively?

YOU'RE MOVING TO NEW PREMISES

- Do you want to transform your business?
- Will you be able to make a cultural transformation without a clear roadmap to follow?
- Does that mean you're at risk of investing in new technologies and processes that might not deliver the difference you want?

FWOW®

What if you worked with a company that has already taken this journey and can help you with best practice, smart processes and appropriate technologies that equip your staff to succeed and measure their success?

YOU ARE A START-UP

- Do you want to start out right with a modern, vibrant workspace that will attract the best people and allow them to work collaboratively and creatively?
- Will you be able to make the right choices without qualified, expert support?
- Does that mean you're at risk of investing in floor space, furnishings and technologies that might not equip your people to be effective, inspired and creative wherever they choose to work?

FWOW®

What if you were supported by Telstra, a company that gets Future Ways of Working and can set you on the path to success with the right fitout, layout, technologies and tools to measure success?

YOU'RE DEVELOPING A NEW PRODUCT OR SERVICE

- Do you want to develop a new product or service?
- Will you have the right technology, processes and environment to make it succeed?
- Does that mean you're in danger of not being able to crack the market?

FWOW®

What if you worked with Telstra to help your people develop and continually improve your product or service with smart technologies that let them collaborate, innovate and work effectively across distance and device?



Call 1300 TELSTRA (1300 835 787)

Contact your Telstra Account Executive

telstra.com/enterprise